



محافظة القاهرة

RAPID APPRAISAL PROCEDURES EXECUTIVE SUMMARY

GOVERNORATE OF CAIRO

Prepared for:

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ACRONYMS

CCBA	Cairo Cleansing and Beautification Authority
GOC	Governorate of Cairo
NGO	nongovernmental organization
PACT	Public Awareness and Communications Team
RAP	Rapid Appraisal Procedures
SWM	solid waste management

INTRODUCTION

The Solid Waste Management Project (SWM) of the Governorate of Cairo (GOC) conducted Rapid Appraisal Procedures (RAP) study to assess the opinion of local community leaders of the Southern Zone and of opinion leaders in GOC, vis-à-vis public cleanliness and solid waste management. The findings of the study contributed to the design of Public Awareness Plan for the new project. The study sought to assess the following:

- Views on specific issues related to solid waste management.
- Knowledge about the new SWM project.
- Willingness to support the new project during the implementation of the public awareness campaign.

ABOUT THE RAP METHODOLOGY

RAP is a field guided approach for research use. It focuses on few specific research topics that can be covered in a relatively short time. The type of information gathered by a RAP is usually of a qualitative nature to assess the efficiency of a service delivery system and the relationship between providers and users.

In the context of this project, the focus of the RAP was to identify attitudes and knowledge about the current practices related to public cleanliness and management of solid waste at the household and workplace levels. It assessed the expected degree of acceptance of the services by the beneficiaries. The RAP also looked at the information seeking and dissemination patterns related to solid waste management with specific focus on the capacity and effectiveness of community based resources and stakeholders to support the Public Awareness and Communications Team (PACT) once the project is launched.

Since the type of information needed is not numerical but rather focused on perceptions and practices related to service provision, the RAP was selected as the appropriate research methodology. The following methods were used during the course of the RAP in the GOC:

- Formal Interviews: written questions on specific topics were posed to each participant. The responses are recorded in detail.
- Informal Interviews: open-ended questions are asked on certain topics. The researcher follows a general outline, but may incorporate additional subjects as appropriate. The responses are noted and recorded in detail after the interview.
- Conversations: important data can also be obtained through informal individual or small group conversation. This technique will be most appropriate with stakeholders to be at ease during the discussion.
- Observations: careful observation of events and behavior provides valuable non-verbal clues as to what is actually occurring.

- **Participant Observation:** the researcher observes the socio-cultural context of a community-based institution and thus provides important insights into everyday life of these institutions and correlates her/his observations to the responses received during the formal interview.

This study is a formative, qualitative rapid assessment seeking information on opinions, perceptions, and practices. In the Southern Zone, the study was conducted through formal interviews recorded in a questionnaire. Seven newly recruited members of the PACT of the new Contract Monitoring Unit of the Cairo Cleansing and Beautification Authority (CCBA) were coached on how to conduct formal interviews in the Southern Zone. Two experienced, external researchers conducted the informal interviews with opinion leaders in the GOC using a shorter version of the same questionnaire.

The total sample of the study was 826 leaders from the GOC. This included 759 local community leaders from the Southern Zone and 67 opinion leaders from the GOC at large. Local community leaders were identified as leaders from four types of organizations:

- local NGO's,
- schools,
- youth organizations, and
- religious organizations.

The distribution of local community leaders by district is presented in Table 1. Opinion leaders included of 25 public figures and parliamentarians, 26 media personalities, and 16 members of environmental NGO's.

Table 1. Distribution of Participating Leaders by District

District	Number of Participating Leaders
Sayed Zeinab	80
Al Khalifa and Mokattam	102
Masr Al Kadeema and Al Manial	101
Dar el Salaam and Al Basateen	200
Maadi and Torah	75
Helwan and Al Maasara	151
Al Tebeen and 15 th of May	50
Total	759

Data analysis was conducted for each district and each category of leader within the final report. Each district analysis includes an overview of the district demographic characteristics, RAP sample selection, maps, major findings, and responses of the four categories of community leaders and three categories of opinion leaders. A listing of local leaders and institutions interviewed in each district is included as an annex to the report.

The final report also presents the major findings of the study for the Southern Zone as a whole. For the Southern Zone community leaders, responses of each category of local leaders (leaders of NGOs, school teachers, youth leaders, religious leaders) were analyzed highlighting relevant variations of opinions between the Southern Zone community leaders. The same analysis is presented for the three categories of GOC opinion leaders.

In general, there were no obvious variations in the responses of local leaders within the districts. Trends were close for the four groups of local community leaders with slight variations in the responses of the religious leaders. A summary of the major findings is summarized below.

LEADERS' ASSESSMENT OF PUBLIC CLEANLINESS

The study reveals that the major concern preoccupying all leaders is the cleanliness of streets and public places. This concern was a priority for both the Southern Zone local community leaders and the GOC opinion leaders. Six hundred forty respondents out of the total sample of the study reported this concern as “very severe” or “severe.” The second most important cleanliness concern differed between local community leaders and GOC opinion leaders. For GOC opinion leaders, “air pollution” ranked second, while “disposal of residential and commercial waste” was the second major concern of local community leaders.

CURRENT PRACTICES RELATED TO SOLID WASTE MANAGEMENT IN RESIDENCE AND WORKPLACE OF THE LOCAL COMMUNITY LEADERS/SOUTHERN ZONE

- The average monthly fee was estimated to be L.E.3 for households, and L.E.5+ for the work place.
- Some local leaders reported lack of availability of waste collection services either in their homes or work places.
- For 597 respondents, representing 78.7% of the local leaders sampled, the average size of daily waste at their residences was estimated at one medium size plastic bag (30 cm x 45 cm). The estimate for the work place was more than two medium size plastic bags daily for 50.6% of the respondents.
- Worship places reported the least amount of daily waste generation, as 197 religious leaders out of 261 (75.5%) estimated their waste at less than one medium size plastic bag per day, stating that waste composition is basically dust from vacuum cleaners.
- Almost two-thirds of the local leaders sampled reported that they got rid of their residential waste through the services of the conventional garbage collectors. This percentage changed remarkably when reporting on waste collection at work place. There was no dominant collection pattern for the work place within the various categories of leaders nor an overall dominant collection pattern work places in the Southern Zone.

- It is worth noting that 264 community leaders, representing 34.8% of the Southern Zone sample, reported getting rid of their waste by means of “a janitor gets rid of it in a far away place.” If we take into consideration that the average daily waste at the work place is more than two medium size plastic bags, this might explain their concern about cleanliness of streets and public places in the Southern Zone.

SATISFACTION WITH CURRENT SERVICES

Four hundred ninety-eight respondents, representing 65.6% of the Southern Zone community leaders sampled, reported that current services for their residences are either “acceptable” or “good,” versus 36 governorate-wide opinion leaders (53.7%) reporting the same. Differences decreased with regards to acceptance of current collection services in the work place, where 55.2% of the Southern Zone community leaders and 55% of opinion leaders, reported that the current services were either “good” or “acceptable.”

KNOWLEDGE ABOUT THE NEW PROJECT

The study showed that 63.4% of local community leaders had not heard about the new GOC solid waste management project at the time interviews were conducted in the Southern Zone. This percentage decreased to 13.4% for governorate-wide opinion leaders. It is to be noted that interviews in the Southern Zone were conducted in October 2002, prior to the awareness sessions organized by the Governor of Cairo for leaders of the three zones in November and December 2002. For those who had heard about the new project, the main source of information was the local press. Opinion leaders referred repeatedly to the Alexandria project. The features of the new project are perceived in a consistent manner in the minds of all leaders. The most frequently repeated features included the following:

- A new project for waste collection.
- A new system of fee for service.
- The new service will be implemented by private international companies.

LEADERS’ SUGGESTIONS FOR SUPPORT OF THE NEW PROJECT

Both local leaders of the Southern Zone and opinion leaders favored the use of “private companies” for both street cleanliness and residential collection. They agreed that television is the most effective communication channel to reach children, youth, and heads of households. Schools were unanimously mentioned as the interpersonal communication channel for school age children. Worship places and newspapers were frequently stated as effective in reaching male heads of households. As for commercial outlets and workshop owners, many respondents emphasized the communication role of the municipal authorities at the district level.

Local community leaders and opinion leaders agreed that children and female heads of households are likely to be the two groups most willing to participate in the cleanliness campaign and observe new desired practices. Workshop owners were reported last in this respect. Respondents made a wealth of useful suggestions in support of the new SWM system. Most frequently mentioned suggestions included the following:

- Ensure tight monitoring of contracts.
- Increase and enforce fines for non-compliance for companies and individuals.
- Increase magnitude of public awareness via mass media, especially television.
- Take into consideration income levels while setting fees for the new service.
- Introduce concepts of cleanliness in school curricula.
- Mainstream conventional garbage collectors into the new system and hold them accountable for their performance.
- Engage beneficiaries in implementation (community participation).
- Sustain effective monitoring to maintain quality service.
- Keep cleanliness high on the public and political agenda, not just while establishing the new project.
- Invest in recycling businesses.